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Webspec Design

Part I: Overview of Business

Webspec Design was founded in 2001 and offers clients services in design, development, search engine optimization, content writing, marketing, and photography and videography. They also custom build software and mobile apps.

Part II: Job Specifics

I audited servers and websites, ensuring all hosted sites were billed and have updated SSL certificates. I also shadowed project managers to learn about project progression.

Part III: Introduce the Problem

How can you help a client solve a business problem with a website?
Design and prototype a potential site to address the problem and benefit the business.

Part IV: Background

- Principles and elements of design, UX, brand guidelines
- Documentation vocabulary
- Tools for building deliverables
- Design Process
- Standards: CSTA 3A-AP-19, CSTA 3A-IC-24, CTE Communication FOUNDATION Standard 2

Part V: Business Solution

- Meet with client
- StoryBranding
- Website Scope & Sitemap
- Internal approval of proposal
- Content/design ideas
- Marketing
- Meet with client for approval
- Develop & meet with client for approval repeatedly until launch

Webspec will virtually coach teams

Part VI: Student Solutions

- Students should follow the design process and guides for each step in the process
- Students should be creative in their identified problem and solution
- Students may struggle with applying the design principles or prototype functionality
- Students will take on one role & associated responsibilities in team